

REMARKS

This Amendment is being filed in response to the Office Action mailed June 9, 2008, which has been reviewed and carefully considered. Reconsideration and allowance of the present application in view of the amendments made above and the remarks to follow are respectfully requested.

Claims 1, 3-9 and 12-19 remain in this application, where claims 2 and 10-11 have been canceled without prejudice. Applicants reserve the right to reintroduce subject matter deleted herein at a later time during the prosecution of this application or continuing applications.

By means of the present amendment, the current Abstract has been deleted and substituted with the enclosed New Abstract which better conforms to U.S. practice.

By means of the present amendment, claims 1 and 3-9 have been amended for non-statutory reasons, such as for better form including beginning the dependent claims with 'The' instead of 'A', and deleting reference numerals typically used in European practice that are known to not limit the scope of the claims. Such

amendments to claims 1 and 3-9 were not made in order to address issues of patentability and Applicants respectfully reserve all rights under the Doctrine of Equivalents.

In the Office Action, the Examiner objected to claims 2-6 and 10-11 for certain informalities. Without agreeing with the position forwarded in the Office Action and in the interest of advancing prosecution, claims 2 and 10 have been canceled without prejudice. The cancellation of claims 2 and 10 renders moot this objection.

In the Office Action, claims 1-2 and 7-11 are rejected under 35 U.S.C. §102(a) as being unpatentable over WO 03/079318 (Horsten). Further, claim 3 is rejected under 35 U.S.C. §103(a) as being unpatentable over Horsten in view of U.S. Patent No. 7,015,991 (Conner). Claims 4-6 are rejected under 35 U.S.C. §103(a) as being unpatentable over Horsten in view of U.S. Patent Application Publication No. 2004/0036672 (Yoo). It is respectfully submitted that claims 1, 3-9 and 12-19 are patentable over Horsten, Conner and Yoo for at least the following reasons.

Horsten is directed to a mirror with a built-in display. As shown in FIGs 4a-4b, a polarizing mirror 16 is located between the

display 11 and a polarizing selective mirror 2.

In stark contrast, the present invention as recited in independent claim 1, and similarly recited in independent claim 12, amongst other patentable elements, recites (illustrative emphasis provided):

the mirror display device having at the non viewing side at least one of a group comprising a further polarizing mirror and color generating means, wherein the further polarizing mirror is between an electro-optical layer of the display device and the color generating means.

A further polarizing mirror between an electro-optical layer of the display device and a color generating means is nowhere disclosed or suggested in Horsten. Rather, Horsten discloses polarizing mirror 16 is located between the display 11 and a polarizing selective mirror 2. Conner and Yoo are cited to allegedly show other features and do not remedy the deficiencies in Horsten.


Accordingly, it is respectfully submitted that independent claims 1 and 12 are allowable, and allowance thereof is respectfully requested. In addition, it is respectfully submitted that claims 3-9 and 13-19 should also be allowed at least based on

their dependence from independent claims 1 and 12.

In addition, Applicants deny any statement, position or averment of the Examiner that is not specifically addressed by the foregoing argument and response. Any rejections and/or points of argument not addressed would appear to be moot in view of the presented remarks. However, the Applicants reserve the right to submit further arguments in support of the above stated position, should that become necessary. No arguments are waived and none of the Examiner's statements are conceded.

In view of the above, it is respectfully submitted that the present application is in condition for allowance, and a Notice of Allowance is earnestly solicited.

Respectfully submitted,

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